

USDA'S REPORT TO CONSUMERS

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NEW YEARBOOK

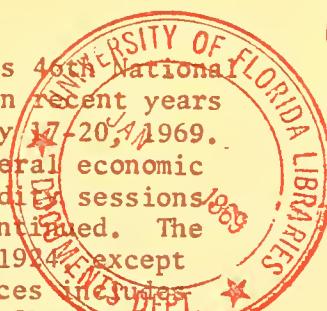
Science For Better Living. Oblong tomatoes, low-fat cheese, and flame retardant fabrics are among the new agriculture research developments. Food, fabrics and forest products research are featured in the new 1968 Yearbook of Agriculture "Science For Better Living." Information for everyone--student, teacher, homemaker--is included in the new book. Over 250 photographs including a color section pictorially describe the many new facets of agricultural research. Subjects range from a low-calorie cheese to use of space satellites as an aid to farming. The yearbook makes an excellent gift for Christmas giving and may be obtained for \$3.00 each from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402.

OUTLOOK CONFERENCE SCHEDULED

Looking Ahead. The U.S. Department of Agriculture's 40th Annual Outlook Conference, held in mid-November in recent years has been scheduled in Washington, D.C. on February 17-20, 1969. The conference will give more emphasis to the general economic situation, with limited time devoted to the commodity sessions. Special sessions for family economists will be continued. The USDA has held outlook conferences annually since 1914 except for two war years. Participation at the conferences includes State extension economists, home economists, and USDA economists. And in recent years participation by representatives of agribusiness and foreign embassies has been increasing.

IT'S IN RESEARCH

More High Protein Food. Soy protein and bananas are the latest teammates for a new protein enriched powder for beverages. Soy protein permits the ordinarily sticky banana puree to be dehydrated and the banana makes an attractive appetizing carrier for the protein. The new banana-soy powder makes a beverage with a potential for infant feeding particularly in countries where milk is unavailable or insufficient.



MORE LEAN PORK

BEFORE the Piggie Goes to Market. We--the consumers--want lean meat and the U. S. Department of Agriculture research scientists are working on our problem. It may be accomplished by increased leanness through selective breeding which means bigger, leaner loins and hams. For instance, a Yorkshire ham from the low-fat line has about two pounds more lean meat than one from the unselected line. The two lean lines may be getting close to the consumers' ideal.

MARKET FACTS

Broken Records. Lower prices for tomato products prevail now due to the increase in tomato output. The 1968-69 marketing season has broken records for supplies of all processed tomato items, according to the U. S. Department of Agriculture reports. California, the leading producer of tomato products accounted for most of the increase. Tomato production for processing in California was about 50 percent larger than last year. The increase included all tomato products--whole canned tomatoes, catsup, juice, puree, paste, sauce, and maybe even dehydrated flakes.

A WAY OUT OF THE WOODS?

Farm Timber Might Boost Income In New England. Northeastern timber stands, though little used at the present, could provide a useful boost to farm income. In New Hampshire, for example, only a third of the farms recently reported any sales of forest products. There is sufficient hardwood in northern New Hampshire to support present wood-using industries and future ones as well. Farm forest operations could help increase local employment and generally raise income levels for New England states--and other areas too with untouched forest resources. According to the U. S. Department of Agriculture's Forest Service, there is likely to be an 80 percent increase in demand for forest products by the year 2000.

SCHOOL LUNCH PROGRAMS

On A Tiny Island. We go where the Wild Goose Goes--so says the song. Child nutrition programs of the U. S. Department of Agriculture now have found their way onto a small island in Beaufort County off the South Carolina coast. Daufuskie Island children eat breakfast and a nutritious, well-balanced lunch at school each day under the USDA program. The food must go in by boat or helicopter. Once a thriving oyster industry community, the Island now has no business of any type.

WHAT'S NEW AND PROFITABLE IN HAWAII

Tasty and Crunchy. But, hard to crack. U. S. Department of Agriculture reports that Macadamias are the latest word in nuts. Now Hawaii's third largest crop despite their flint-hard shell, the nuts are harvested from the ground after they mature. Today, Hawaii exports nearly nine million pounds a year--mostly to the mainland.

BUILDING BRIDGES TO NATURE

Outdoor Patterns. A "Discovery Way" nature trail which can be "hiked" in a wheelchair and a visitors' information station with ramps and special facilities for crippled and elderly visitors are part of a pilot project experiment at the George Washington National Forest. The U. S. Department of Agriculture's Forest Service dedicated their "Outdoor Patterns for People" project this fall as a part of a nationwide program for National Forests. Fishing from a wheelchair will be another innovation at the site of the pilot project located about a hundred miles southwest of Washington, D. C. near Massanutton, Va. Facilities are being expanded to make outdoor recreation and conservation education convenient and appealing to all. It's like a huge outdoor classroom--a place to touch with nature; birdlife, wildlife and geology. See, touch, and feel to be a part of the action in the vast conservation areas...this is the message. NO one is excluded. This program provides something for all; the sighted and sightless, the crippled, the elderly, all who can use a new pattern for outdoor living.

THE FLOWERS WILL BLOOM AGAIN

Think Spring. The season will get an extra "welcome back" in 1969 when National Lawn and Garden Week helps celebrate the entrance of spring. The U. S. Department of Agriculture will join with all levels of government, with industry, and with garden clubs in the March 20 to 26 event. Women's organizations, youth groups, civic organizations, and community service clubs, will also be involved in the information program to make more Americans conscious of the personal pride of accomplishment that comes from a well kept lawn or garden. Theme for the campaign, slated to continue through the summer, will be "Growing with America." Fruit and vegetable gardens will be emphasized along with lawns and flower gardens.

THERE'S A REASON WHY

Don't Dig Deep. If you're still wondering why the peonies didn't bloom last spring, now's the time to find out--and do something about it. If you planted the peonie tubers more than two inches deep, the odds were against their flowering. The peonies may survive, according to U. S. Department of Agriculture horticulturists, but they seldom flower. They can, however, be dug up and replanted nearer the surface of the soil, and now's the time to transplant. Garden peonies make good cut flowers and effective borders--but first they have to bloom.

TAKE A SECOND LOOK

Sales Are Soaring. If you're like many of us these days you're taking a second look at skim milk or low-fat milk. U. S. Department of Agriculture reports that the low-fat milk, solids added, has about 2.01 percent butterfat and plain skim milk has 0.68 percent, compared with the average butterfat content of 3.52 percent for whole milk (last year). Since 1966, sales of the low-fat and skim milk have been buoyant, rising ten percent or more above a year earlier levels. The two factors contributing to the upsurge in low fat and skim milk sales are, that they cost less to buy and help to control weight.

PICK THE PLENTIFULS

Turkey-Talk Time. The time to talk turkey is Thanksgiving time. Turkey is at the top of the list for holiday meals and also for the plentiful foods list. Pork, potatoes, dry split peas, rice (this season's crop is a record), and prunes make up the November list of plentifuls. Holiday menus may be built around the plentifuls because in addition to being in abundant supply plentifuls are usually good buys. December plentifuls will be dried prunes, fresh oranges, fresh grapefruit, onions, canned tomatoes, and tomato products, dry beans, broiler-fryers, and turkeys.

NEW PUBLICATIONS

How Many Ways...? You can use breakfast cereals in more ways than you can count if you just use your imagination, according to the new Guide for Consumers called "Cereals and Pasta in Family Meals." It has recipes for cookies and desserts for the holidays including old-fashioned rice pudding and peach orange crumble. The crunchy texture of ready-to-eat cereal may be used as a crisp coating for meat, poultry or fish, to top a casserole or a dessert, or as croutons in soups and salads. All kinds of combinations work well. In the pasta line--macaroni and spaghetti preparation tips include how to keep your pasta tender yet firm and not sticky. The less water you use in cooking pasta, the more vitamins you save according to the U. S. Department of Agriculture booklet. "Cereals and Pasta in Family Meals," H&G 150, may be ordered for 20 cents from the Government Printing Office, Washington, D. C. 20402.

How To Buy Poultry. Tips on how to buy poultry are explained in the new publication of the same title. The grade shield tells you the quality of the bird--the round inspection mark assures you of its wholesomeness. Poultry should be refrigerated as soon as possible and used within one or two days. You may obtain a free copy of the booklet, H&G 157, by writing to: Office of Information, U. S. Department of Agriculture, Washington, D. C. 20250. Please include your zipcode.

THE PRICE OF PROTECTION

How Much Does It Cost? It's a bargain. For about a half dollar a year each American consumer has the assurance from the U. S. Department of Agriculture that the meat and poultry he buys is clean and wholesome. What else is involved? For example: Food in damaged containers is condemned. The USDA inspectors also rejected a rail shipment of meat when the refrigerator unit failed in transporting meat and they condemned canned spaghetti and meatballs when the cans were found to be unsound. This is all a part of the bargain--the checking and inspecting that is a very integral part of the USDA mechanics.

SERVICE is a monthly newsletter of consumer interest. It is designed for those who report to the individual consumer rather than for mass distribution. For information about items in this issue, write: Shirley E. Wagener, Editor of SERVICE, U.S. Department of Agriculture, Office of Information, Washington, D.C. 20250. Please include your zipcode.